

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

December 29, 1997

RJR Account #375878

P. Cox

McLANE-NORTHEAST

APRIL: DORAL B1G1F PROMOTION #800219

Dear Paul:

We have placed orders for *Doral B1G1F* pre-sleeved product has been ordered (see quantities listed below), as well as 870 SKUs of Displays (item #540971) to pack and ship this promotion to your participating retail accounts.

PRODUCT ARRIVAL DATE: MARCH 30, 1998

PO Number	Product / State	#Cases Per Style				\$ Amount
		MEN	ULT LT	LT BX	FF BX	
	UPC Code 12300-	25184	25185	25189	25188	
ER3097-01	B1G1F / CT	1	1	1	1	288.53
ER3098-01	B1G1F / MA	2	2	2	2	265.11
ER3099-01	B1G1F / NJ	2	2	2	2	217.11
ER3100-01	B1G1F / NY	22	22	22	22	5,556.05
ER3101-01	B1G1F / PA	2	2	2	2	805.11
	TOTALS	29	29	29	29	\$7,131.91

PARTNERS 'BONUS' REPORTING DESCRIPTION 'DOR APR B1G1F'

PO NUMBER/ Displays: ER3095-01

Shipper Displays Arrival @ McLane NE: March 31 , 1998

Ship Date to Retail: Week of April 20, 1998

DISPLAY DETAIL (#540971)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

SKU CUBE: 0.4670

SKU WT (w/o Product): 1.0600 lbs

Retail Sales Offer per Sku: 20 Offers

Billing per Sku: 2 Savings Cartons

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81G1F
McLane NE

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY
TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER
LIST.

DISPLAY LOAD:

*** 4 CARTONS: ONE CARTON EACH STYLE: DORAL LT / LT 100 / LT MEN 100 / FF 100**
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$568.40 (40.6 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams

cc: R. Donahue / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

VAPB2G1F.DOC

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUTS: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS
McLANE NE

APRIL: DORAL B2G1F / PROMOTION #800211

RETAIL DISTRIBUTION DATE: APRIL 20, 1998

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA			
A-PLUS/ SUNOCO	173	See List	177		2					5	3		167			
BP OIL	44	See List	46										46			
COASTAL MART	26	See List	43							9			34			
COUNTRY FAIR	61	See List	79								8		71			
HESS MART	8	See List	11							3			8			
HESS STATION	47	1	47							17			30			
7/11 - HANDEE MART	24	See List	26								1	12	13			
STARENTERPRISE	19	1	19							8			11			
INDEPENDENTS & SMALL CHAINS	9	See List	10					2		4			4			
TOTALS	411		458	0	2	0	2	0	0	46	3	9	12	384	0	0

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

APRIL: DORAL B1G1F / PROMOTION #800219

RETAIL DISTRIBUTION DATE: 4/20/98

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	CUYAHOGA	PA	RI	VT
A-PLUS/ SUNOCO	167	See List	176		2	23			2	9	98			39	3	
BRADFORD OIL	7	1	7						4							3
COASTAL MART	19	See List	29							9				20		
COOKS CONVENIENT	6	See List	7								7					
COUNTRY FAIR	8	See List	16								13			3		
CONV EXPRESS	5	See List	11								11					
EXPRESS MART	41	See List	46								46					
HESS MART	56	See List	106							5	97			4		
HESS STATION	128	See List	143	1		3				25	99			14	1	
J MART	8	1	8								8					
KRAUSZERS	13	1	13	13												
MANLEYS	11	See List	26								26					
MOBIL / ON THE RUN	79	See List	80	8		22			3		41			6		
QUICKWAY	30	See List	33								33					
STARENTERPRISE	18	1	18							8			10			
SUGAR CREEK	73	1	73								73					
SUNRISE FOODS	16	See List	21								21					
INDEPENDENTS & SMALL CHAINS	26	See List	36	1		3	2		2	5	20			3		
TOTALS	711		849	23	2	51	2	0	11	61	593	0	0	93	10	3

(MC-ST219.XLS)3/9/98

(McLANE NO LONGER SHIPS TO DE/ KY/ OH/*Exception: 8 OH/ C.FAIR STORES/ MI/ MD

cc: J. Piscitelli

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